

# KEN-TAL NEWS

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A Positive Community Newspaper Created by Locals, for Locals, Supporting Local Businesses

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## Megan's Message

Megan Beauvais, Realtor • CalBRE #01426805 • Ascent Real Estate

I have some exciting news from the Kensington Talmadge Business Association that will benefit us all! KBA is now the KTBA (Kensington Talmadge Business Association) and this organization means business... in more ways than one! I serve currently as Secretary of the Board of the KTBA and want to make you all aware of some really exciting changes and events that are taking place within our community as a result of this group!

The focus of the KTBA is to promote and network with locally owned businesses (home based and brick & mortar), foster relationships with one another, and to support the communities we serve. KTBA is an official supporter of Franklin Elementary and will support the growth of this school in various capacities. Besides fundraising for them, we will also have a designated Board member (yours truly) serve as a Foundation member. I am really excited about this as it really gives our work meaning to support our local school and help make it what it should be - an asset.

KTBA is really getting down and dirty this year with lots of added benefits and events both for business owners and community members at large and I am here to name a few.

1. Tuesday Morning Coffee Chat - The 3rd Tuesday of each month at 8am, KTBA is having an open table morning gathering of our business owners at VidaJuice (4067 Adams Ave.) Open to all

business owners in Kensington and Talmadge (brick and mortar business or home-based) as a time for general discussion on a variety of topics.

2. Networking Mixers - These networking mixers are in the evening and provide an opportunity for members to showcase their business either by hosting at their place of business and/or by providing food/drinks... and they are a lot of fun as you get to know your fellow business owners!

3. Professional Series Seminar - November 5, 2016 at 4142 Adams Ave (next door to Stehly Farms), Panel discussions with local specialists with topics aimed at small business owners, including business taxation & strategies, methods and recommendations for incorporating, and more.

4. Annual Kensington Holiday Lights Bike Tour - Date and starting point changes every year...check our website or FB page to keep up to date as we announce this one...All community members are invited to this one as participants deck out their bikes and hit the lights in Kensington! Snacks and warm drinks served by our host every year!

For more information, subscribe to our email list by visiting kenbiz.org, like our Facebook Page at Kensington Talmadge Business Association. Contact me at 619-944-2798 or at Megan.B@cox.net if you have any questions and/or interest in what it is like to be a part of this organization.

## The 18th Annual Talmadge Block Party



The Talmadge Block Party on October 1, was a huge success once again! We could not have done it without our sponsors!!! What a great way to foster community relationships among Talmadge neighbors and raise money to put back into local community organizations! Thanks to all of you that came out!

## The Talmadge Food Drive is Right Around the Corner!



The annual Talmadge Food Drive will take place 11/5-6, 11/12-13 & 11/19-20 from 10am-noon. Donations can be dropped off during that time at the Talmadge Traffic Circle (intersection of 49th St & Adams Ave) We are looking for volunteers to help host the collection. Please email Megan Beauvais at [megan.b@cox.net](mailto:megan.b@cox.net) if you are able to help!



KTBA Fall Mixer at Road & Waddell Financial Advisors



Current Board Members: (from left to right) Megan Beauvais (Secretary), Elizabeth Rock (President), Angelle Noble (Vice President) and Pamela Meza (Treasurer)

### Community Matters

Those with a vested interest are more likely to care about their local community.

Community Matters	Percentage
Those with a vested interest are more likely to care about their local community and take more steps to help improve the community.	75%
Those who own or plan to buy a home are less likely to care about community issues.	70%
Those who own or plan to buy a home are less likely to care about community issues.	65%
Those who own or plan to buy a home are less likely to care about community issues.	60%
Those who own or plan to buy a home are less likely to care about community issues.	55%
Those who own or plan to buy a home are less likely to care about community issues.	50%



## Before You Cut the Restaurant Ribbon Tips from some of San Diego's successful restaurateurs

There are more than 600,000 food service operations across the U.S. and a few thousand in San Diego. Even with a plateful of enthusiasm, a delicious restaurant concept and the best restaurant staff in town, aspiring restaurant owners should know the odds are against them.

For readers who are considering opening a restaurant and embarking on this journey, here are some of San Diego's best restaurateurs sharing tips for success.

From hiring smart to better budgeting, consider:

### TIP NO. 1: Mission, Vision, Values

John Sarkisian – Owner, Encontro North Park:

"Restaurant owners face countless decisions, day in and day out. From location selection to restaurant and menu design, through staffing and operations, there are a myriad of considerations for each decision.

"To avoid becoming frustrated and overwhelmed with the decision making process, I highly advise having a clear mission, vision and values in place. Also, acknowledge the restaurant business is founded on the principals of hospitality and service. With these structural ideas top of mind, you will succeed beyond your wildest dreams."

### TIP NO. 2: Teamwork Makes the Dream Work

Luis Pena – managing partner, Romesco and Bracero, Bonita and Little Italy:

"It is crucial to have the right people on your team. You need to find talent; people with drive and passion. This is your motor and these are the people that will power it to get you where you need to be. This includes having an excellent PR and marketing firm than can help you push the expectations of your new establishment through social media."

### TIP NO. 3: Better Budgeting

Jeff and Laura Ambrose – Owners, Woodstock's Pizza, Pacific Beach:

"Opening a restaurant takes cash for a lease, equipment, supplies, computer systems, insurance, utilities, hiring and training employees — all before you even open the doors. You're not going to make money the first several months because you'll still be trying to pay off all of the pre-opening expenses. Make sure that your budget includes a cushion."

### TIP NO. 4: The Value of a Customer

Lauren Passero Brookes – Owner/Operator, Del Sur Mexican Cantina, The Haven and Kensington Café, South Park, North Park, Kensington:

"Never underestimate the value of a good customer. I am constantly grateful for the amazing customer

support we have. Spending time getting to know our customers and connect with them has made our jobs so much more enjoyable and has really helped with the success of our restaurants. A good, loyal customer is your best form of marketing... they recommend you to others, bring in their friends and family, and can become your second family. Nurture those relationships!"

### TIP NO. 5: Expect the Unexpected

Johan Engman – Owner of Rise + Shine Group, Fig Tree Café, three locations, and Breakfast Republic, 2 locations; and opening soon, North Park Breakfast Company and Pizza Republic:

"Expect things to go wrong the first few days. Have people on hand to help with credit card terminals not working, printers not printing, servers making mistakes, etc. Try taking the pressure off by adding some humor, thank guests for being one of the first to come in and buy them a drink or two."

### TIP NO. 6: Organization is Key

Pete Cich – Partner, The Duck Dive, Pacific Beach Shore Club, Miss B's Coconut Club, Pacific Beach, Mission Beach:

"Keep detailed notes and checklists, and be sure to audit them every night or before you start the next day. You never want to waste good ideas or forget tasks. Shared note apps such as Evernote or Google Keep; they have been clutch for me in the past. Also, put together an opening team and divide and conquer. You can't do it by yourself. What fun would that be?"

### TIP NO. 7: The Fun Factor

John Anderson – Owner/Operator, True North Tavern, North Park:

"Most of us chose this industry because it's fun. With that said, we know our technologies, products and structures can be copied. A Jack and Coke at our place is the same as a Jack and Coke down the street. For us, business is about passion and creating new things. We work each and every day to ensure what we do energizes our staff and is fun for the guest.

"We take care of business, but we don't take ourselves too seriously. Our customers want to spend their hard-earned money with us because they feel our energy and they like it. Running a business should be fun for you, and there's every reason why you should be able to communicate that sense of fun to your customers. Have fun and show enthusiasm in everything you do."

So before you cut the restaurant ribbon, gobble up these words of wisdom from some of San Diego's best restaurateurs who've had their taste of success.



Encontro North Park



Breakfast Republic, North Park



True North Tavern, North Park



Braacero interior



Johan Engman, owner of Breakfast Republic



Del Sur Mexican Cantina, South Park



Kensington Café